EXHIBIT 161

REDACTED

Google

FAN Bidding in to DRX and AdMob

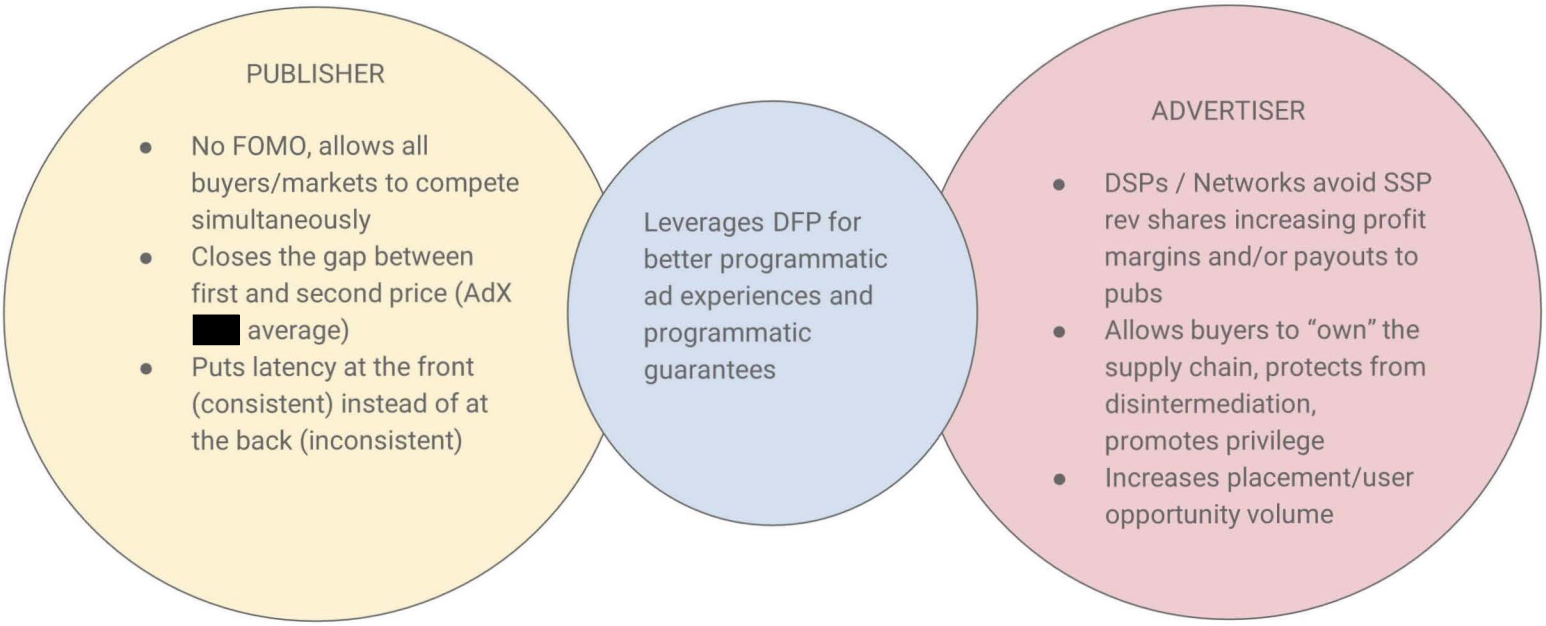
ACM
April 28, 2017

glevitte@, samcox@, [redacted]

Confidential + Proprietary

RECAP

Why does header bidding exist?



Google

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Jedi vs. HB

	HB	Jedi
Cost	Low	High
Deals	Yes	No
Volume of demand partners	High	Low
Configurability	High	Low
Restrictiveness (policy)	Low	High
Restrictiveness (execution)	Low	High
Transparency	High	Low
Buyer integration difficulty	Low	High
Seller integration difficulty	High	Low
Payment simplicity	Low	High